## In the Claims:

1. (Currently Amended) A method of producing a rich media player on the fly, comprising the steps of:

accessing a predefined template comprising a basic movie player having track locations and designed to operate at a predetermined connection speed;

applying a set of selected tracks to the track locations of said template; and

saving the player in a place accessible when the player is needed to play content matching the player's connection speed;

receiving a connection speed identifier;

uploading the built on-the-fly player corresponding to the connection speed identifier; and

serving the requested rich media content to the uploaded player;

wherein the steps of accessing, applying, and saving occur on-the-fly after receipt of a rich media request from an end user computer system.

2. (Original) The player according to Claim 1, wherein:

at least one of the track locations of said template is at least one of a promotional track location and a track location that may be used as a promotional track location;

at least one of said selected tracks is a promotional track; and

said method further comprises the steps of,

placing said promotional track in said promotional track location;

receiving a page or other asset to associate with said promotional track; and

linking said promotional track with said page or other asset.

3. (Original) The method according to Claim 2, wherein said method further comprises the steps of:

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receiving a set of parameters indicating when said promotion track is to be active;

building the players consistent with said set of parameters;

rebuilding said players to include promotional tracks when said promotional tracks have become active; and

rebuilding said players to remove promotional tracks when said promotional tracks have become inactive.

4. (Original) The method according to Claim 3, further comprising the step of:

checking the validity of a promotional track used in a player when the player is requested to play; and

performing said steps of re-building if the promotional track has become active or inactive.

5. (Original) The method according to Claim 3, further comprising the step of:

repeating said steps of rebuilding at a predetermined time interval.

6. (Original) The method according to Claim 1, wherein said step of applying comprises:

applying a set of supplier selected tracks to the track locations of said template; and

applying a set of user/e-tailer selected tracks to the track locations of said template.

7. (Original) The method according to Claim 1, further comprising the step of:

receiving a request for rich media content from a content viewer;

downloading a master movie to the content viewer corresponding to the rich media content requested;

receiving a request from the master movie indicating rich media content matching the rich media request and a connection speed of the content viewer.

8. (Original) The method according to Claim 7, wherein said connection speed is determined by said master movie by reading a profile on a host machine used by said content viewer.

9. (Original) The method according to Claim 7, wherein said connection speed is determined by said master movie by performing the steps of:

downloading a predetermined file from a server; and

calculating the connection speed using the file size and time required to download the file.

10. (Original) The method according to Claim 1, wherein:

at least one of said track location is a buy button track location; and

said method further comprises the steps of,

applying a buy button track to said buy button track location, and

linking a back end application configured to add an item to a content viewer's shopping cart to said buy button track.

11. (Currently Amended) A device for serving rich media content to a content viewer, comprising:

a web server configured to receive a content request from a content viewer;

an application server having,

a first user interface program configured to retrieve assets and any of tracks for logos, patterns, backgrounds, control buttons, accessory links, features, bookmarks, QTVR from a supplier[[;]], and

a player application configured to build a <u>plurality of different speed but similarly configured</u> player ~~device~~ <u>devices</u> using the supplier supplied tracks;

~~the~~ <u>a</u> web server <u>further</u> configured to serve a player built by said player application; and

a streaming server configured to stream <u>the requested</u> content requested by [[a]] <u>the</u> content viewer to be viewed by ~~the~~ <u>a</u> player built by said player application;

wherein<u>:</u>

<u>the player application builds the plurality of different speed but similarly configured players on-the-fly after receipt of the request for content; and</u>

the player served by the web server is selected from the plurality of different speed but similarly configured players based on a master movie request from a recipient user device to which the stream<u>ed</u> content is served<u>.</u>

12. (Currently Amended)  The device according to Claim 11, wherein:

said application server further comprises a second user interface program configured to retrieve at least one of tracks for logos, patterns, backgrounds, control buttons, accessory links, features, bookmarks from a user/e-tailer; and

said player application is further configured to build said player <u>devices</u> using user/e-tailer retrieved tracks.

13. (Currently Amended)  The device according to Claim 11, wherein:

said supplier retrieved tracks includes a promotional track and a set of at least one valid time frames for said promotional track; and

said application builder is further configured to,

build said player <u>devices</u> with said promotional track if said promotion is valid at the time said player <u>devices are</u> ~~is~~ built, and

build said player <u>devices</u> without said promotional track if said promotion is not valid at the time said player <u>devices are</u> ~~is~~ built.

14. (Original) The device according to Claim 13, wherein said application server further comprises a check program that,

periodically checks the validity of promotional tracks in players built by said player application based on said valid time frames corresponding to the promotional track being checked, and

rebuilds any players having invalid promotional tracks so that the re-built player promotional tracks are valid.

15. (Original) The device according to Claim 12, wherein at least one of the tracks retrieved from a user/e-tailer include a buy now track; and

said application server further comprises a back end program configured to add an item to a shopping cart on a user/e-tailer web site associated with a content viewer running a player built by said application builder;

wherein said item relates to content being viewed by the running player.

16. (Currently Amended) A method of producing a rich media player on the fly, comprising the steps of:

accessing a predefined template comprising a basic movie player having track locations and designed to operate a predetermined connection speed;

applying a set of supplier selected tracks to the track locations of said template;

applying a set of user/e-tailer selected tracks to the track locations of said template; and

saving the player in a place accessible when the player is needed to play content matching the player's connection speed;

wherein:

wherein the steps of accessing, applying a set of supplier selected tracks, applying a set of user/etailer selected tracks, and saving occur on-the-fly after receipt of a rich media request from an end user computer system;

at least one of the track locations of said template is at least one of a promotional track location or a track location that may be used as a promotional track location;

at least one of said supplier and user/e-tailer selected tracks is a promotional track; and

said method further comprises the steps of,

placing said promotional track in said promotional track location;

receiving a page or other asset to associate with said promotional track; and

linking said promotional track with said page or other asset;

receiving a connection speed identifier;

uploading the built on-the-fly player corresponding to the connection speed identifier; and

serving the requested rich media content to the uploaded player.

17.    (Currently Amended)  A method of producing a rich media player on the fly, comprising the steps of:

accessing a predefined template comprising a basic movie player having track locations and designed to operate a predetermined connection speed;

applying a set of supplier selected tracks to the track locations of said template;

applying a set of user/e-tailer selected tracks to the track locations of said template; and

saving the player in a place accessible when the player is needed to play content matching the player's connection speed;

wherein:

the steps of accessing, applying a set of supplier selected tracks, applying a set of user/etailer selected tracks, and saving occur on-the-fly after receipt of a supplier controlled rich media request from an end user computer system,

at least one of the track locations of said template is at least one of a promotional track location or a track location that may be used as a promotional track location;

at least one of said supplier and user/e-tailer selected tracks is a promotional track;

said method further comprises the steps of,

placing said promotional track in said promotional track location;

receiving a page or other asset to associate with said promotional track; and

linking said promotional track with said page or other asset;

receiving a connection speed identifier;

uploading the built on-the-fly player corresponding to the connection speed identifier; and

serving the requested rich media content to the uploaded player.


18. (Currently Amended) A method of producing a rich media player on the fly, comprising the steps of:

accessing a predefined template comprising a basic movie player having track locations and designed to operate at a predetermined connection speed;

applying a set of supplier selected tracks to the track locations of said template;

applying a set of user/e-tailer selected tracks to the track locations of said template;

saving the player in a place accessible when the player is needed to play content matching the player's connection speed; and

selecting a player constructed using the above steps of accessing, applying a set of supplier tracks, applying a set of user/e-tailer tracks, and saving after

receipt of a syndicated link request at an application server different from servers of the e-tailers and suppliers;

wherein:

the above steps of accessing, applying a set of supplier <u>selected</u> tracks, applying a set of user/e-tailer <u>selected</u> tracks, and saving are initiated <u>on-the-fly</u> after receipt of the syndicated link request;

the syndicated link request being based on invocation of a syndicated link distributed to a plurality of e-tailers and embedded in web pages of the e-tailers' prior to being invoked by a consumer;

at least one of the track locations of said template is at least one of a promotional track location or a track location that may be used as a promotional track location;

at least one of said supplier and user/e-tailer selected tracks is a promotional track; and

said method further comprises the steps of,

placing said promotional track in said promotional track location;

receiving a page or other asset to associate with said promotional track;

linking said promotional track with said page or other asset;

at least one of said track location is a buy button track location; and

said method still further comprises the steps of,

applying a buy button track to said buy button track location, ~~and~~

linking a back end application configured to add an item to a content viewer's shopping cart to said buy button track<u>;</u>

<u>receiving a connection speed identifier;</u>

<u>uploading the built on-the-fly player corresponding to the connection speed identifier; and</u>

<u>serving the requested rich media content to the uploaded player.</u>

19. (Previously Presented) The method according to Claim 17, wherein the player is through a medium, and received after being decoded from any of bit patterns, modulation, and other coding mechanisms or combinations thereof.

20. (Original) An electronic signal being any of transmitted, propagating through a medium, and received, that, when decoded from any of bit patterns, modulation, and other coding mechanisms or combinations thereof, comprises a rich media player constructed according to the method of Claim 1.

21. (Original) An electronic signal being any of transmitted, propagating through a medium, and received, that, when decoded from any of bit patterns, modulation, and other coding mechanisms or combinations thereof, comprises a rich media player constructed according to the method of Claim 18.

22. (Previously Presented) The method according to Claim 1, wherein the saved player comprises an entire solution for playing the movie and displaying the applied tracks on a computer without reference to movie players resident on the same computer or elsewhere.

23. (Cancel)

24. (Cancel)

25. (Currently Amended) The method according to Claim 24 1, wherein the connection speed identifier comprises a communication from a built on-the-fly master movie built and then uploaded to the end user computer system after receipt of the rich media request.

26. (Previously Presented) The method according to Claim 25, wherein the master movie determines the connection speed to identify without interaction with the user of the end user computer system.

27. (Currently Amended) A method, comprising the steps of:

receiving a rich media request from an end user computer system via a syndicated link; and

after receipt of the rich media request,

building a master movie on-the-fly based on the rich media request;

uploading the master movie to the end user computer system[[;]],

building a plurality of movie players on-the-fly each constructed for different predetermined connection speeds[[;]],

receiving a connection speed request from the uploaded master movie;

selecting one of the plurality of movie players matching the received connection speed[[;]]

uploading the selected movie player to the end user computer system[[;]] and

serving the requested rich media to the uploaded movie player.

28. (Previously Presented) The method according to Claim 27, wherein the step of building a master movie is performed on-the-fly after receipt of the rich media request.

29. (Previously Presented) The method according to Claim 27, wherein the step of building a plurality of movie players is performed on-the-fly after receipt of the rich media request and initiated prior to receiving the connection speed request from the uploaded master movie.

30. (Previously Presented) The method according to Claim 27, wherein the master movie determines the connection speed to request based only on performance measurements of the end user computer system.

31. (Previously Presented) The method according to Claim 27, wherein the steps of uploading a master movie and building a plurality of movie players are performed in response to the rich media request.

32. (Previously Presented) The method according to Claim 27, wherein the movie players are fitted into a template including track locations; and

the step of building comprises,

determining a set of tracks based on referenced criteria; and

applying the determined set of tracks to the template.

33. (Previously Presented) The method according to Claim 32, wherein the set of criteria comprises timing for special offers associated with the tracks.

34. (Previously Presented) The method according to Claim 32, wherein:

the syndicated link is syndicated across a plurality of e-tailers each offering a product highlighted in the requested rich media; and

the referenced criteria upon which the set of tracks is determined comprises the e-tailer whose syndicated link made the rich media request.

35. (Previously Presented) The method according to Claim 34, wherein at least one of the set of tracks include an offer and/or information specific to the requesting e-tailer.